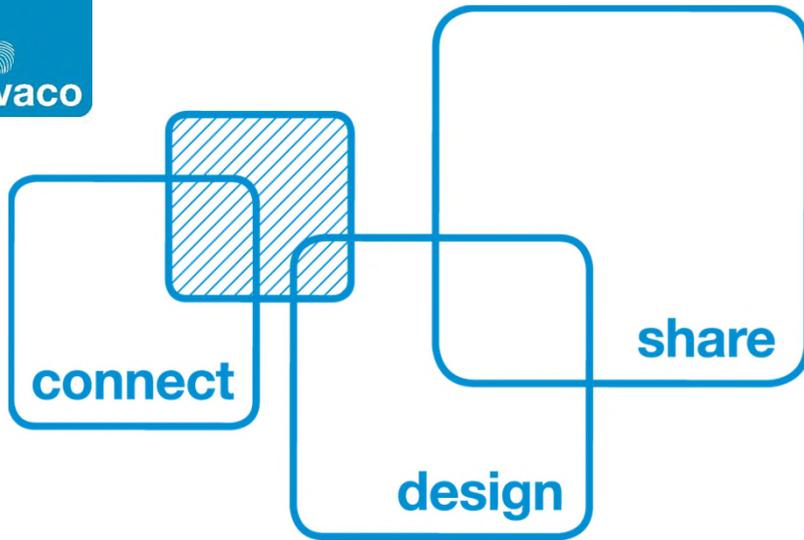


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Start 2 AI - Introduction

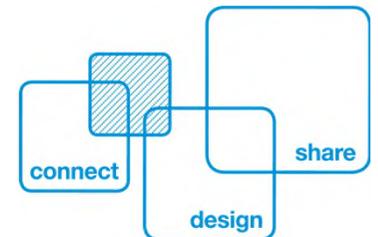
Agenda

- ▶ Situation
- ▶ Challenge
- ▶ Approach
- ▶ Result



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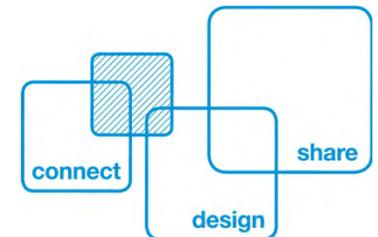
Situation

- ▶ What is Artificial Intelligence?
 - ▶ Artificial → not biological
 - ▶ Intelligence → recognize patterns, reasoning, ...
 - ▶ AI = Computers showing "human" intelligence
- ▶ Types of AI
 - ▶ Weak AI → can execute 1 specific task
 - ▶ Chess, tekst recognition, drive car,...
 - ▶ Strong AI → has human intelligence, can learn "everything"
 - ▶ Doesn't exist (yet)
- ▶ Today everything falls under weak (narrow) AI, but is getting stronger by the day



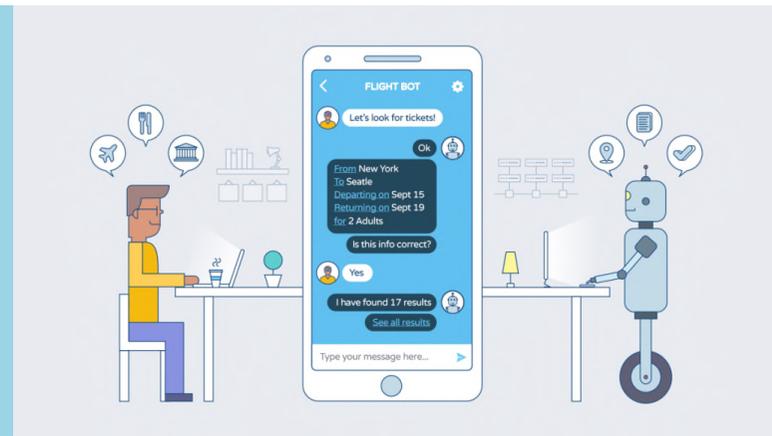
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Situation

- ▶ AI is already everywhere (Siri, purchase forecasts, smart thermostats, online customer support, fraud detection,...)



Customers who bought this item also bought



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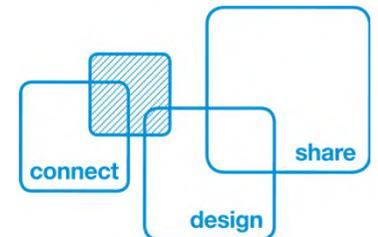
Situation

- ▶ Most common business applications :
 - ▶ Personalisation
 - ▶ Predictive analytics
 - ▶ NLP technology
- ▶ AI deals with a large amount of information in a way that humans cannot do themselves
- ▶ From a reactive to a proactive approach
- ▶ Combine historical data with future data to make data-driven decisions
- ▶ AI streamlines customer processes -> personalized approach



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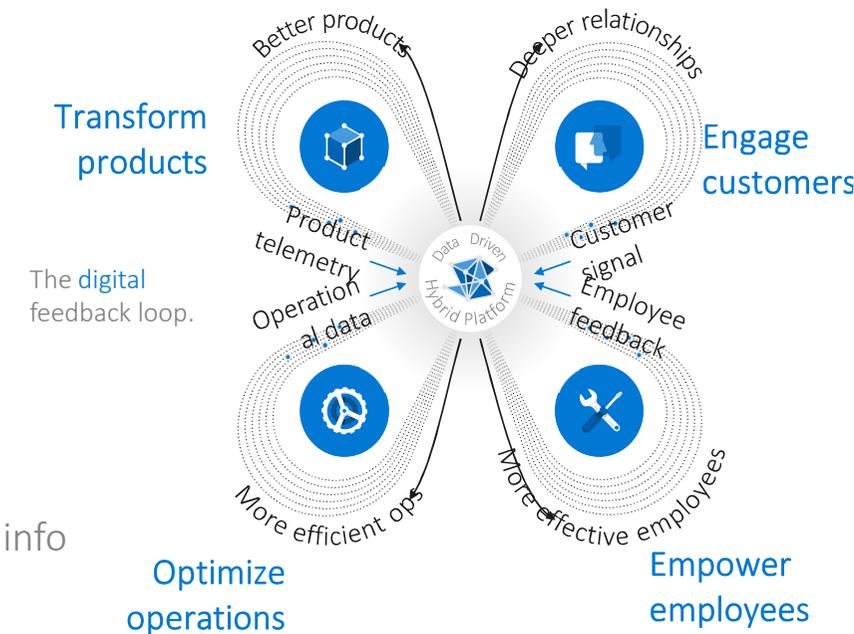
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Challenge

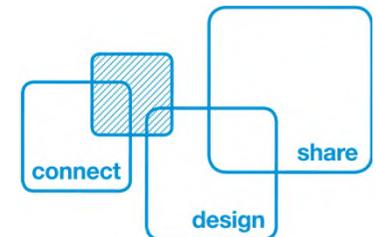
▶ Digital Transformation

- ▶ Engage customers
 - ▶ Better relationship -> sell more
 - ▶ Empower employees
 - ▶ Increase employee experience -> faster access to new insights and info
 - ▶ Optimize operations
 - ▶ Improve communication in organization -> less administrative processes
 - ▶ Transform products
 - ▶ Improve products & services by making them smart -> develop new features on products/services
- ▶ AI as facilitator & catalysator in those processes and accelerates digital outcomes!
- ▶ But how do you get started?



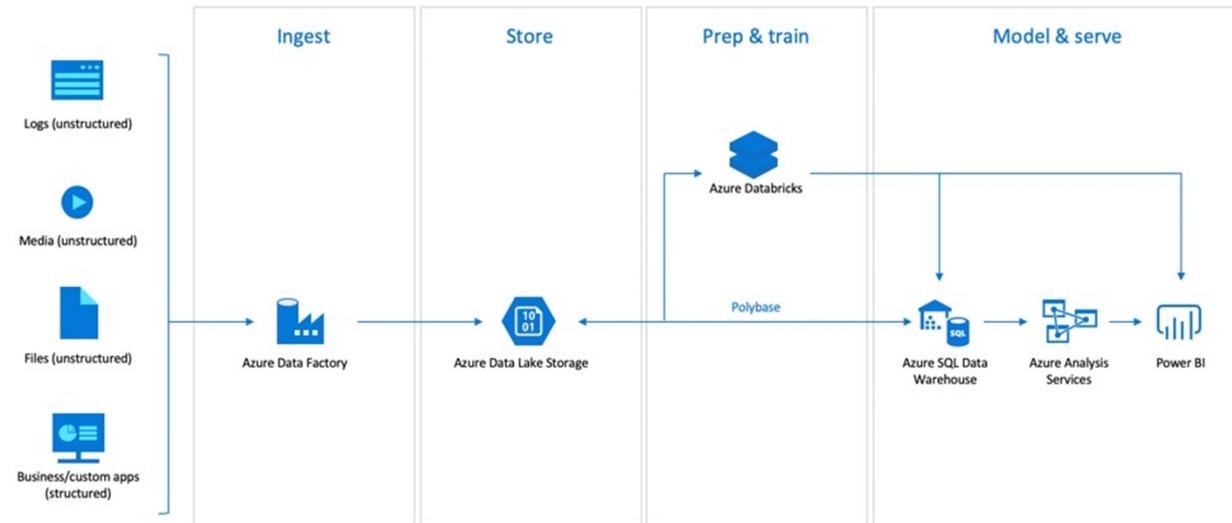
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Technologies

- ▶ Short introduction to :
 - ▶ Azure Data Lake
 - ▶ Azure Data Factory
 - ▶ Azure Databricks
 - ▶ Power BI



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Result

▶ Time savings & efficiency

- ▶ Increase customer experience by communicating faster and more focused
 - ▶ What if you can save 1 hour per month per department (10 people)?
- ▶ Human errors are limited and AI ensures that large amounts of data are handled more efficiently

▶ Better customer relationship and more sales

- ▶ Gain insight into the customer journey and anticipate with targeted actions
- ▶ Personalize your message to target group and increase sales through stronger involvement and relationship
 - ▶ What if your operating profit can increase by 0.5%?



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